
Robocall Mitigation Program Description

1. Company Overview:

SmartAction, LLC markets and sells Conversational Voice AI technologies with its IVA, capable of providing customer service and other automation for both inbound and outbound calls across various industries including Automotive, Financial Services, Insurance, and Retail.

2. Implementation of STIR/SHAKEN:

While SmartAction itself has not directly implemented STIR/SHAKEN, we ensure compliance through our reliance on carriers who are fully compliant with the STIR/SHAKEN caller ID authentication standards. All outbound calls made using our service are routed through these carriers, guaranteeing that caller ID authentication is rigorously applied and ensuring a high level of scrutiny and authentication for every call. SmartAction does not access the public switched telephone network (PSTN) directly.

3. Robocall Mitigation Practices:

In addition to our reliance on Compliant Carriers, SmartAction employs the following operational robocall mitigation practices:

- A. **Know Your Customer (KYC):** SmartAction has processes in place to know or validate the identities of their customers, only supporting pre-approved, legal use cases. This prevents malicious actors from abusing the network to place illegal robocalls.
- B. **Network Monitoring:** SmartAction regularly monitors our network traffic and takes action when patterns typical of illegal robocall campaigns are identified. This can include unusually high call volumes or short-duration calls indicative of automated systems.
- C. **Blocking Capabilities:** SmartAction has capabilities to block or mitigate calls identified as originating from illegal robocall operations. This includes implementing processes to handle calls that fail certain authentication checks.
- D. **Complaint Handling:** SmartAction has processes in place for handling robocall complaints. There are clear channels established to receive reports of suspected robocalls, and a systematic approach to investigating and addressing these complaints.
- E. **Cooperation with Agencies:** SmartAction fully cooperates with third-party enforcement agencies that help combat illegal robocalls. This includes sharing information and best practices for identifying and mitigating robocalls.
- F. **Continuous Improvement:** SmartAction regularly reviews and updates robocall mitigation strategies and practices as technology, techniques, and regulatory requirements evolve.

4. Contact Information:

For further inquiries or more details on our robocall mitigation efforts, please contact:

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SmartAction remains committed to maintaining the highest standards of telecommunications integrity and compliance with FCC regulations.